Listing of the Claims

1. (Currently amended) A computer-implemented method for comparing health insurance products comprising the steps of:

selecting a standard health insurance product and assigning a standard value to the standard product;

selecting an alternative health insurance product having benefit design features different from the standard product;

calculating by a computer a value index for the alternative product, the value index being the ratio of the expected premium to actual premium of the alternative product;

using the value index to compare the alternative and standard health insurance products.

2. (Original) A method as described in claim 1, further comprising selecting a plurality of alternative health insurance products, calculating a value index for each of the alternative health insurance products, and using each of the calculated value indices to compare each of the alternative and standard health insurance products.

3. (Original) A method as described in claim 1, wherein the standard health insurance product is an incumbent health insurance product.

4. (Canceled) ~~A method as described in claim 1, wherein the value index equals the ratio of an expected premium for the alternative product to an actual premium for the alternative product.~~

5. (Original) A method as described in claim 4, wherein the value index calculation comprises accounting for differences in co-payment or coinsurance amounts between the alternative and standard products.

6. (Original) A method as described in claim 5, wherein the calculation of the expected premium impact of co-payment or coinsurance differences comprises the steps of:

(a) multiplying co-payment or coinsurance payment increments and decrements by typical utilization or cost levels; and

(b) multiplying the result of step(a) by a behavioral multiplier for a type of service.

7. (Original) A method as described in claim 4, wherein the value index calculation comprises an assessment of alternative and standard products deductibles and out-of-pocket maxima.

8. (Original) A method as described in claim 7, wherein the assessment of deductibles and out-of pocket maxima includes (a) generating theoretical, log normal claim distributions, (b) generating derivative out-of-pocket costs, and (c) modeling the deductibles and out-of-pocket maxima at a plurality of claim levels.

9. (Original) A method as described in claim 4, wherein the value index calculation comprises assigning a discretionary premium impact value for a predetermined benefit difference between the alternative and standard products.

10. (Original) A method as described in claim 1, wherein the value index is a single number.

11-17. (Canceled)